

# HANDOUTS

## Parks and Recreation Commission

Wednesday, June 7, 2017  
5:30 P.M.

City Hall  
Room W 118 & 119  
200 E. Santa Clara Street  
San Jose, CA 95113



District 1	Daphna Woolfe
District 2	Vacant
District 3	Adelina Del Real
District 4	Barinder Ahluwalia
District 5	Vacant
District 6	Demerris Brooks-Immel
District 7	Trami Cron
District 8	Chet Mandair
District 9	Rudy Flores, Chair
District 10	Brian Quint, Vice Chair
Citywide	Virginia Thomas

Councilmember Tam Nguyen,  
Council Liaison

Angel Rios, Jr., Director, PRNS



**Parks and Recreation Commission**  
**Director's Report**  
**Wednesday, June 7, 2017**

Location	Council District	Information
Various Parks	Citywide	<p>The "Sunday Series" Volunteer Programming Events  Earn the <u>Innovation Award</u>  from the  National Association of Volunteer Programs in Local Governments (NAVPLG)</p> <p>Mollie Tobias, Program Manager for The Volunteer Management Unit, will be receiving the <u>Innovation Award</u> from NAVPLG, at the National Convention on Volunteering and Service, June 19th, in Seattle, Washington. The "Sunday Series" is a newer program that provides volunteer opportunities, in neighborhood parks, throughout the City of San Jose.</p> <p>If you want more details:  The VMU manages a weekly, Sunday morning volunteer event that is entitled the "Sunday Series". This is an open-to-all volunteer opportunity that encourages neighbors to come help at their local park. It is a 10 week series, as each week a park is selected from each of the 10 council districts. Park maintenance staff suggest parks that could use a bit more TLC. Tasks include picking up trash, removing weeds, cleaning up picnic areas and washing down park equipment. The volunteers remove suckers from the trees, trim greenery and remove graffiti. All supplies and training are provided, which makes it very convenient for volunteers to simply come out and help!</p>
Subject: St. James Park	3	On Tues., June 20th there's a panel discussion on St. James Park at SPUR's office in downtown SJ at 12:30 pm (1-hour talk).
Happy Hollow Park & Zoo	7	<ul style="list-style-type: none"> <li>HHPZ Summer Show will begin on June 21<sup>st</sup>. "Pollinators: Can't live without them!" will explore the role pollinators play in a healthy environment. Three shows per day Wednesday through Sunday. Admission to show is included in the cost of park admission.</li> <li>HHPZ will host its Heart of the Congo Fundraiser on June 17<sup>th</sup>. The Event will be held in the lower zoo. New this year Happy Hollow Foundation is raffling off a trip the Virunga National Park in the Democratic Republic of Congo. This is a chance to see Mountain</li> </ul>

		Gorillas in their natural habitat. More information available at <a href="http://hhpz.org">hhpz.org</a>
Kelley Park	7	On June 9 <sup>th</sup> , Kelley Park will host its first Ranger Program of the Season. From 7:30 to 9:30 we will share stories about the Coyote Creek watershed, discuss nocturnal animals (with HHPZ Animal meet and greets) and make S'Mores around the campfire. This is free and jointly sponsored by PRNS, Keep Coyote Creek Beautiful and Santa Clara County Open Space Authority.
Various Parks	Citywide	FEMA/Flood Insurance Update



#### Promotion



Market available sports facilities.

Advertise and cross-promote venue programming and events.

#### Additional Revenue



Increase revenues through bookings.

Sustain existing community centers and develop additional programs.

#### Track Usage



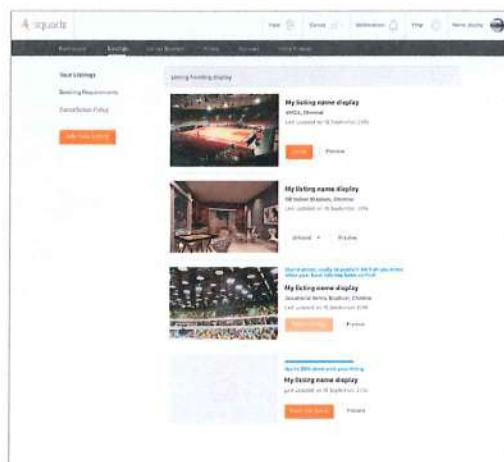
Understand formally how spaces are being used.

Invest in spaces based on actionable data and feedback from the community.

Streamline facility rentals, increase participation, and maximize utilization.



Free, Web-based Venue Portal



Venue Listing Dashboard

Schedule & Availability  
Prices  
Descriptions  
Reviews  
Events & Programs  
...and more!



Mobile Listing View for Users





CITY OF SAN JOSE, CALIFORNIA  
**BOARD & COMMISSION  
VACANCIES**

*Office of the City Clerk*

**APPLICATION DEADLINE: 11:59 P.M.**

**MONDAY, June 12, 2017**

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Applications are now being accepted to fill the following vacancies:

**COUNCIL APPOINTMENT ADVISORY COMMISSION**

One (1) Seat with Term Ending December 31, 2018

**DOWNTOWN PARKING BOARD**

One (1) San Jose State University Representative with Term Ending June 30, 2021

**HOUSING AND COMMUNITY DEVELOPMENT COMMISSION**

One (1) Seat with Term Ending June 30, 2019

**HUMAN SERVICES COMMISSION**

One (1) Seat with Term Ending June 30, 2018

**NEIGHBORHOODS COMMISSION**

District 1, District 3, District 7, and District 9 Seat with a Term Ending June 30, 2018

*Appointments to Neighborhoods Commission will be made at a later date.*

*For additional information please click here: <http://bit.ly/2o2dSdm>*

**PARKS AND RECREATION COMMISSION**

One (1) Seat with Term Ending June 30, 2019

One (1) Seat with Term Ending June 30, 2021

**YOUTH COMMISSION**

Citywide Seat with a Term Ending May 31, 2019

District 6 Seat with a Term Ending May 31, 2018

**Apply Online: <http://sanjoseca.gov/index.aspx?NID=330>**





## 2017-2018 Proposed Operating Budget - DRAFT Overview

Recommendations from the Mayor's June 2017 Budget Message Located At: [www.sanjoseca.gov/mayor](http://www.sanjoseca.gov/mayor)


(Includes City Council Budget Documents (BD's) & Manager's Budget Addenda (MBA's) Located At: [www.sanjoseca.gov/budget](http://www.sanjoseca.gov/budget))

		FTE					Revenue
		FTE	Ongoing	All Funds	General Fund	Ongoing	Backed
<b><u>Programmatic Adds</u></b>							
BD#'s 41, 53	Viva Calle & Viva Parks - Full Funding for 17-18 Placemaking Team	-	-	\$ 280,000	\$ 280,000	\$ -	x
BD#'s 43-45, 49-50, 52	D2 & D8 Park and Open Street Activations (Council Budget)	-	-	\$ 250,000	\$ 250,000	\$ -	
BD#51	Project Hope Extension & Expansion (District 1 and 2)	-	-	\$ 108,263	\$ 108,263	\$ -	
BD#55	Mayor's Gang Prevention Task Force (BEST Grantee COLA's)	-	-	\$ 87,000	\$ 87,000	\$ -	
BD#11	Alum Rock Youth Center (Midnight Basketball)	-	-	\$ 19,500	\$ 19,500	\$ -	
BD#13	Mayfair CC (Rec Swim, Movie Nights, Camp Scholarships)	-	-	\$ 8,400	\$ 8,400	\$ -	
		-	-	\$ 753,163	\$ 753,163	\$ -	
<b><u>Grants to Partner Organizations</u></b>							
BD#67	After-School for Underserved Students at Alviso Youth Center (Grant to Boys and Girls Club for Scholarships)	-	-	\$ 50,000	\$ 50,000	\$ -	
BD#14	Amigos de Guadalupe (Grant for STEM programming)	-	-	\$ 25,000	\$ 25,000	\$ -	
BD#17	Santee Late Night Gym (Grant to Catholic Charities)	-	-	\$ 9,735	\$ 9,735	\$ -	
Budget Message	Via Services (Grant funding to mental health provider)	-	-	\$ 20,000	\$ 20,000	\$ -	
		-	-	\$ 104,735	\$ 104,735	\$ -	
<b><u>Manager's Budget Addenda (MBA's)</u></b>							
MBA#3	Homeless Response Team Park Rangers (2.0) Extension Mayor's Gang Prevention Task Force and San Jose Bringing	2.00	-	\$ 175,000	\$ 175,000	\$ -	x
MBA#4	Everyone's Strengths Together Resource Allocation Plan	-	-	\$ 5,560,000	\$ 5,560,000	\$ -	
MBA#21	Grace Community Center	-	-	\$ 186,000	\$ 186,000	\$ -	
		2.00	-	\$ 5,921,000	\$ 5,921,000	\$ -	

## 2017-2018 Proposed Operating Budget - DRAFT Overview

### 2017-2018 Proposed Operating Budget ([www.sanjoseca.gov/budget](http://www.sanjoseca.gov/budget))

	Proposal	FTE	FTE Ongoing	All Funds	General Fund	Ongoing	Revenue Backed
1	Neighborhood Park Maintenance	9.00	9.00	\$ 609,881	\$ 609,881	\$ 726,857	
2	Placemaking & Parks Activation	6.00	-	\$ 493,668	\$ 493,668	\$ -	x
3	Senior Nutrition (Santa Clara County Portion of 920 meals/day)	-	-	\$ 1,596,799	\$ 1,596,799	\$ -	x
4	Aquatics Program (\$50,000 Rebudget + \$16k Scholarships)	-	-	\$ 66,000	\$ 66,000	\$ -	
5	Alum Rock Parking Program (Parking Fee Suspension Offset)	(0.67)	-	\$ -	\$ -	\$ -	
6	HHPZ Corporate Rental Program	3.00	3.00	\$ 422,507	\$ 422,507	\$ 456,809	x
7	HHPZ - Animal Staffing (Zoo Keeper)	1.00	1.00	\$ 71,158	\$ 71,158	\$ 76,627	x
8	Leisure and ROCK Programs	8.50	8.50	\$ 511,775	\$ 511,775	\$ 643,391	x
9	Lake Cunningham Action Sports Park (Acct Clerk + \$70k Scholarships)	0.60	0.60	\$ 111,045	\$ 111,045	\$ 123,257	x
10	Therapeutics Program (Rec. Supervisor Add Tech Adjustment)	(0.32)	-	\$ (74,456)	\$ (74,456)	\$ -	
11	Flood-Related Parks Capital Project Manager (Program Mgr I)	1.00	-	\$ 132,716	\$ -	\$ -	
	<b>PRNS Proposals Advancing</b>	<b>28.11</b>	<b>22.1</b>	<b>\$ 3,941,093</b>	<b>\$ 3,808,377</b>	<b>\$ 2,026,941</b>	
12	Committed Operations & Maintenance Adds (Parks coming online)	2.50	2.50	\$ 347,346	\$ 347,346	\$ 388,832	
13	VACC @ Shirakawa CC - Onetime Staff Extension (12/31/17)	4.00	-	\$ 114,892	\$ 114,892	\$ -	
14	Gardner CC - Onetime Extension (Sr. Rec Leader & Rec Leader)	-	-	\$ 55,168	\$ 55,168	\$ -	
15	BeautifySJ Grants	-	-	\$ -	\$ -	\$ -	
	<b>Priority Ammendments Advancing</b>	<b>6.5</b>	<b>2.5</b>	<b>\$ 517,406</b>	<b>\$ 517,406</b>	<b>\$ 388,832</b>	
	<b>Total Proposed Operating Budget Adds</b>	<b>34.61</b>	<b>24.6</b>	<b>\$ 4,458,499</b>	<b>\$ 4,325,783</b>	<b>\$ 2,415,773</b>	



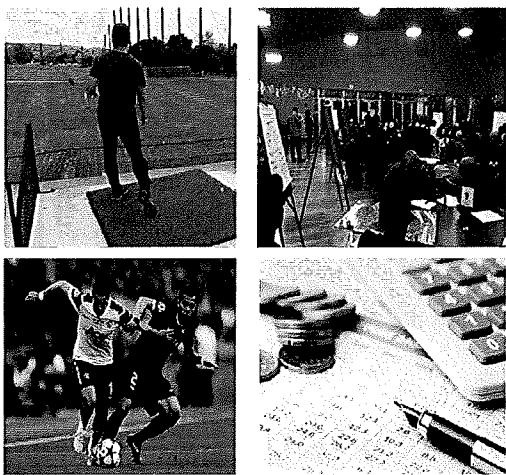
# Los Lagos Golf Course

## Community Engagement: Results and Recommendations

Building Community Through Fun

## Past and Future: Why We're Here

- **Changing Conditions**
  - 2008 Golf peak
  - Demographic, recreation shifts
- **Limited Options**
  - Sale & land use restrictions
  - High community value
- **2015 Audit**
  - Operational loss
  - \$1.9M total City subsidy
  - "Subsidize or strategize"
- **City Council to PRNS**
  - Engage community to maximize course value



Building Community Through Fun

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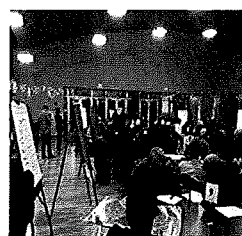
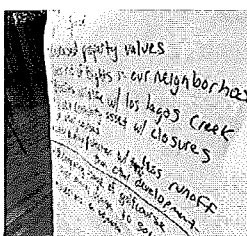
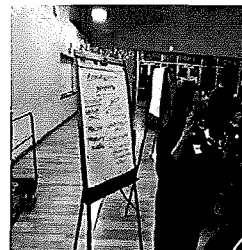
## Community Engagement

- **3,949 Registered Participants**

- Survey responders
- Hundreds sign-in at workshops

- **Additional input**

- Nextdoor.com comments
- Email/comments to staff
- Website comments



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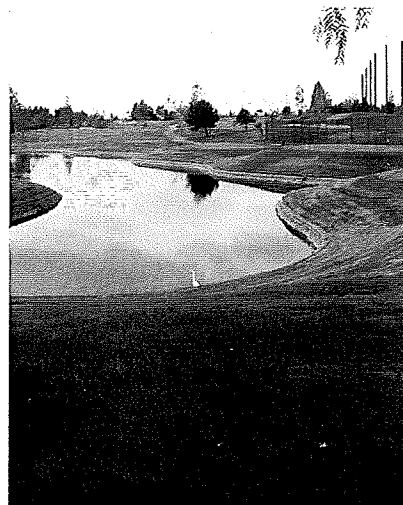
## Los Lagos Community Engagement

for the City of San José



## **“Why the Best Course, not the Worst?”**

- » **“Sanctuary...in a Sprawling City”**
- » **“There is Nobody who Doesn’t like this Course”**
- » **“Cannot be Judged by Revenue Alone”**
- » **“Soccer Fields wouldn’t Reduce Bond Obligations”**
- » **All: No Non-Recreational Development**



## Course Benefits: Beyond the Green

**"A real treasure within the golfing community and important part of the fabric of the community"**

» **Golfers: Play and Pride**

- All-ages: "Meets the needs of seniors and juniors"
- Unique: "Awesome design for all levels"
- Accessible: "Nestled within the city"

» **Community Members: Neighborhood Haven**

- Environmental, wildlife resource
- Non-golf activities
- Home values up, crime down



**PLACEWORKS**

*Los Lagos Golf Course Engagement: Results and Recommendations*

## Challenges



» **Safety Along Coyote Creek**

- "I will NOT bring my kids"

» **Limited Recreation Choices**

- More games: "Need a true mix of folks...all backgrounds"

» **Course Restricts Environment**

- Improve riparian habitat

» **Lack of Trail/Bike Path**

**Awareness**

- These could contribute more to property use and value



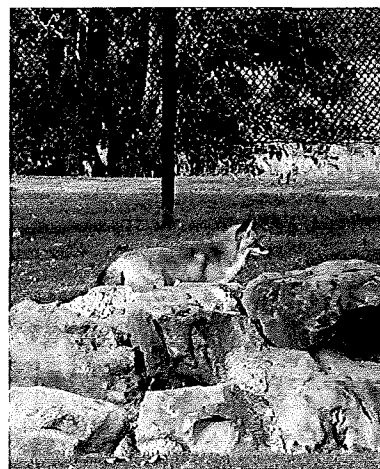
**PLACEWORKS**

*Los Lagos Golf Course Engagement: Results and Recommendations*

en Space  
 increased property values  
 gets rid of Blights in our neighborhood  
 Benefits wildlife w/ Los Lagos Creek  
 Viable community asset w/ closure  
 of other courses  
 Water quality protection w/ less  
 than other development  
 Community  
 Recommendations  
 Comparing usage of golf course  
 over annual usage to solar  
 Questions on agenda

## 1. Maintain as Open Space

- » "Needed Gem"
- » Heed Barriers to Conversion
  - Environmental
  - Regulatory
  - Policy
- » Market Value Suppressed
- » Community Value High



## 2. Take Holistic Approach

### » Community Park with a Golf Course, not Golf Course with Park Elements

- Diverse environment
- Multiple recreational assets
- Diverse stakeholders
- Increase utilization, civic pride



Los Lagos Golf Course Engagement: Results and Recommendations

## 3. New Non-Recreational Revenue

### » Build on Existing Perception and Environment

### » Lease Out Indoor/Outdoor Spaces

- Weddings
- Large Parties
- Corporate Events
- Family gatherings



Los Lagos Golf Course Engagement: Results and Recommendations



## 4. New Recreational Revenue

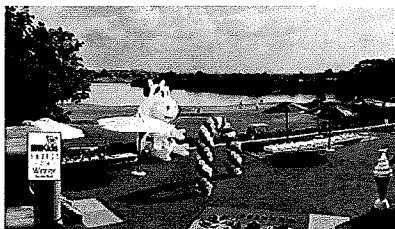
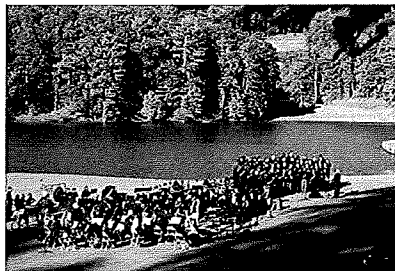
- » Increase Paid User Groups
- » Include New Games/Sports
  - Disc Golf
  - FootGolf
  - Other
- » Low Investment
- » Low Course Impact



Los Lagos Golf Course Engagement: Results and Recommendations

## 5. Diversify Public Use

- » Occasional Public Events
  - Outdoor concerts
  - Summer evenings
  - Family picnic
- » Increase Use and Value
  - Community Pride
  - Ownership
  - Awareness of value of the space
  - Sense of welcome



Los Lagos Golf Course Engagement: Results and Recommendations

## 6. Improve Trail & Bike Path

### » Targeted by Community

- Recreational assets
- Part of creek/course identity

### » In Need of Improvement; Marketing

- Raise awareness
- Consider physical upgrades
- Signage



PLACEWORKS

Los Lagos Golf Course Engagement: Results and Recommendations

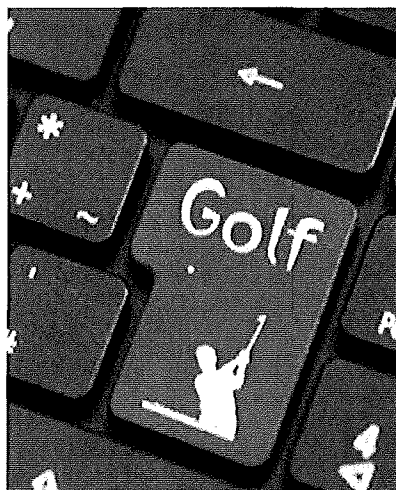
## 7. Improve Course Marketing

### » Current Marketing Dated

- Unattractive website
- Lack of social media & mobile
- Lack of community awareness

### » Use Valuable Resource

- Students from 21 High Schools
- Tech trend-savvy
- Connected
- Future of golf



PLACEWORKS

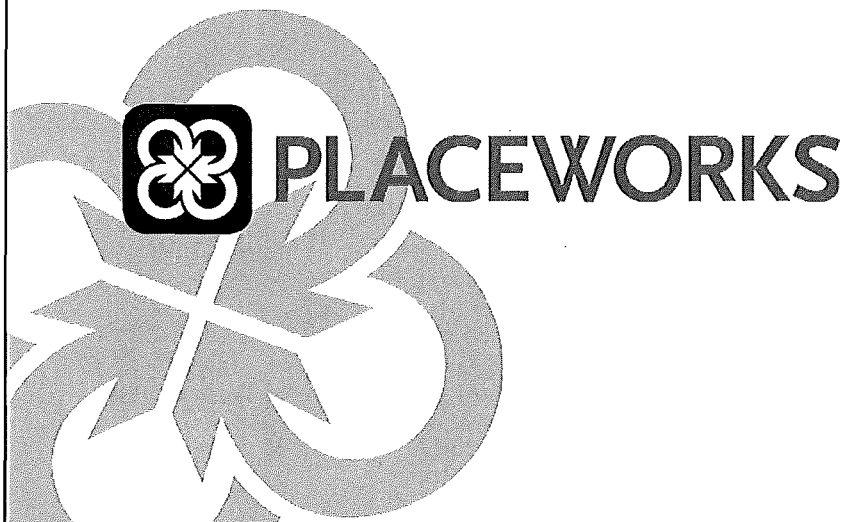
Los Lagos Golf Course Engagement: Results and Recommendations

## Next Steps

- » **PRNS to Develop Staff Recommendations**
  - Final Refinement
- » **City Council Committee Presentation**
  - September 14, 2017
- » **Full City Council Presentation**
  - September 26, 2017



*Los Lagos Golf Course Engagement: Results and Recommendations*





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# Greenprint Update

Parks & Recreation Commission: June 7, 2017

Building Community Through Fun

CITY OF  
SAN JOSE  
CAPITAL OF SILICON VALLEY

## Value of PRNS

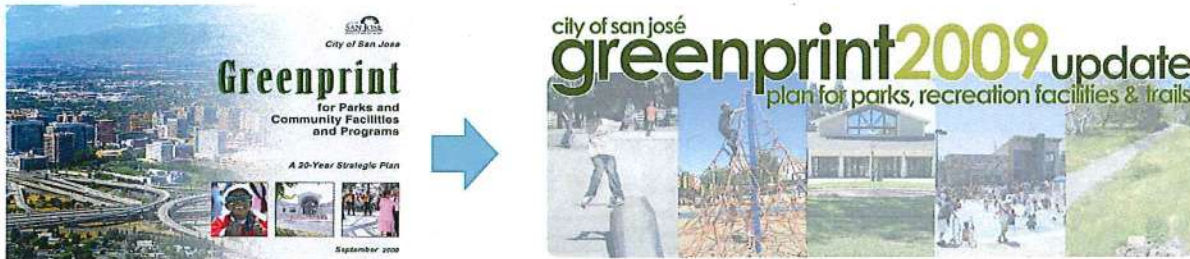


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## Key Tools: Greenprint



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## Key Tools: Funding



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## TPL – Economic Benefits



\$51.2 million – recreational opportunity benefit to residents

\$1.18 million – health benefits and pollution control costs



\$12.1 million – increase property tax revenue by raising the value of nearby properties

\$28.3 million – health benefits, including medical cost savings, from physical activity in parks

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## Community Input

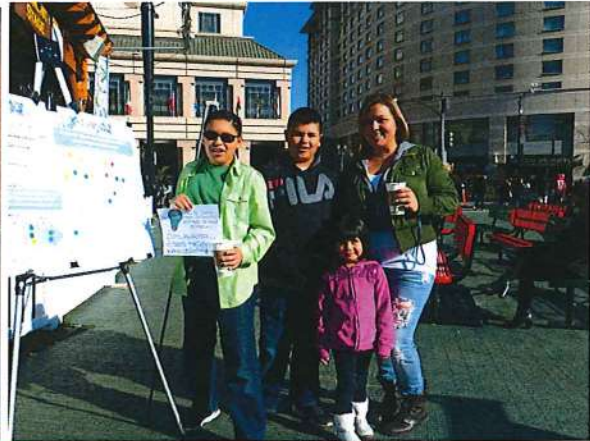
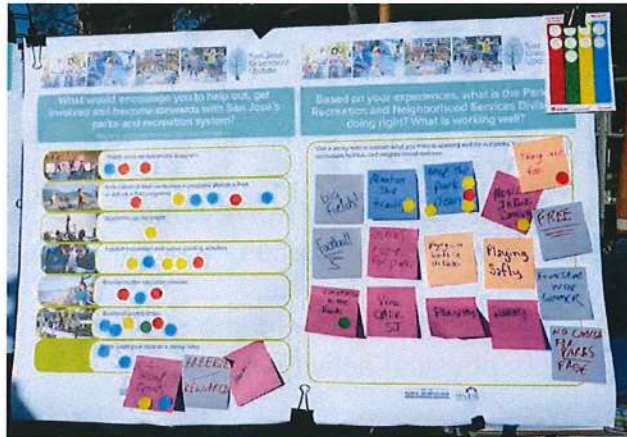


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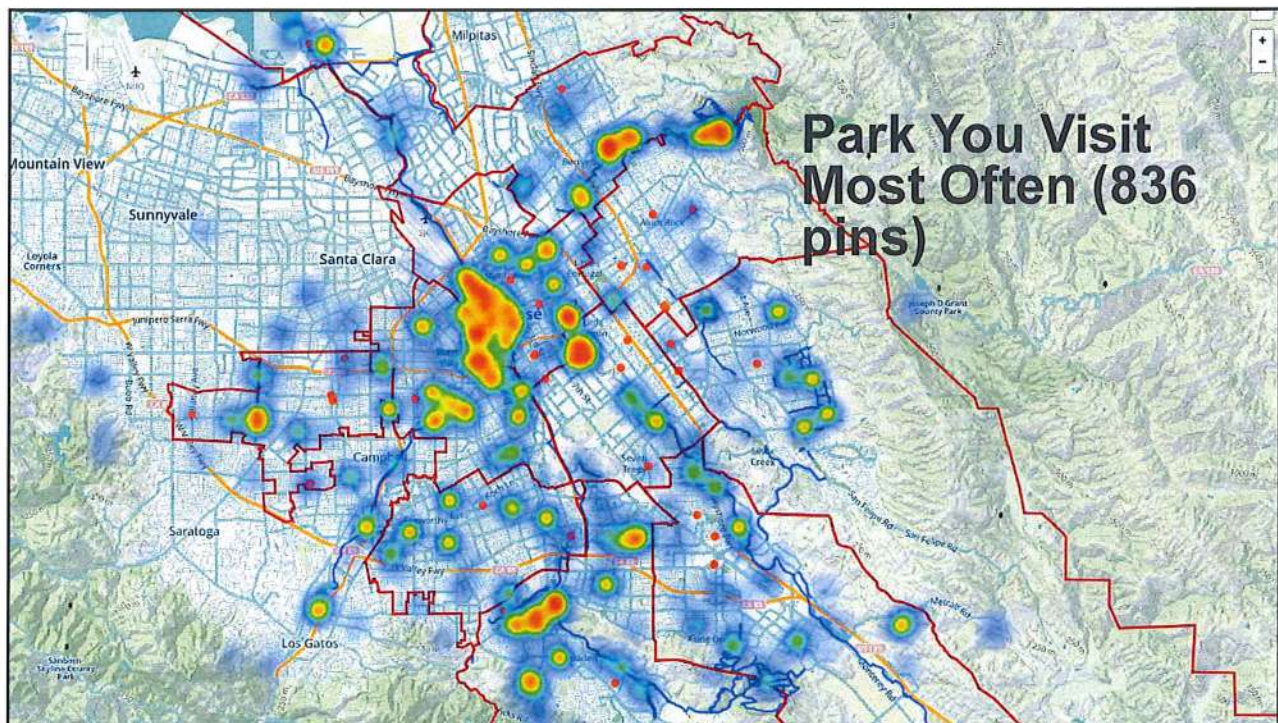


## 22 Intercept Events



## Building Community Through Fun

**PARKS, RECREATION & NEIGHBORHOOD SERVICES**





## My Big Idea



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## Four Work Plan Phases

1. What We Have
  2. What We Need
  3. What the Future Holds
  4. Our Plan
- Three series of community workshops will be held in Fall 2017 and Early 2018



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# Where Are We Now?



Goal PR-1 – High Quality Facilities and Programs

Goal PR-2 – Contribute to a Healthful Community

Goal PR-3 – Provide an Equitable Park System

Goal PR-4 – Community Identity

Goal PR-5 – Grand Parks

Goal PR-6 – Sustainable Parks and Recreation

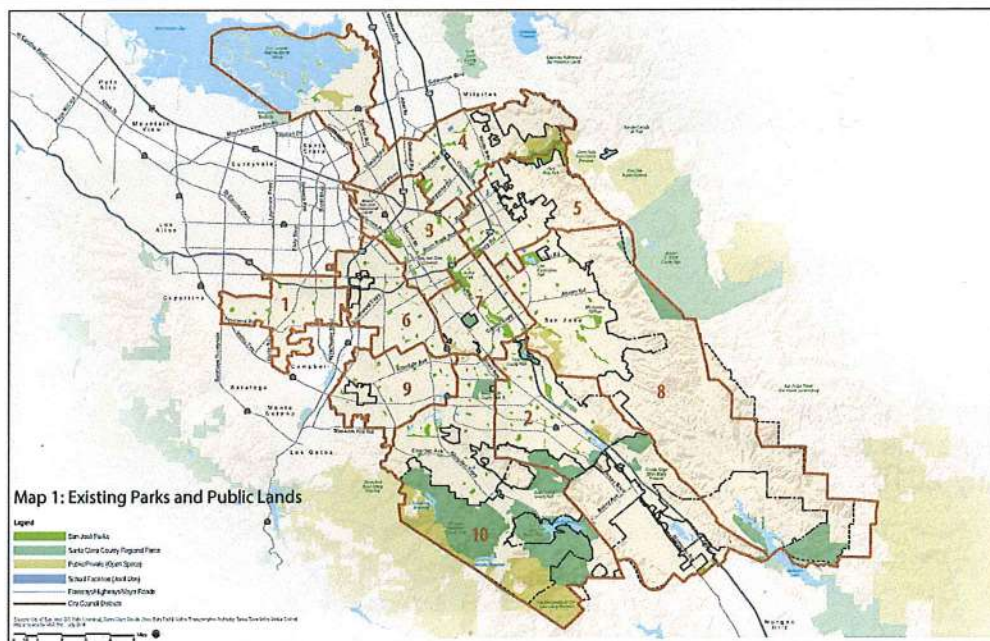
Goal PR-7 – Interconnected Parks System

Goal PR-8 – Fiscal Management of Parks and Recreation Resources

*Other goals also relate to PRNS functions*

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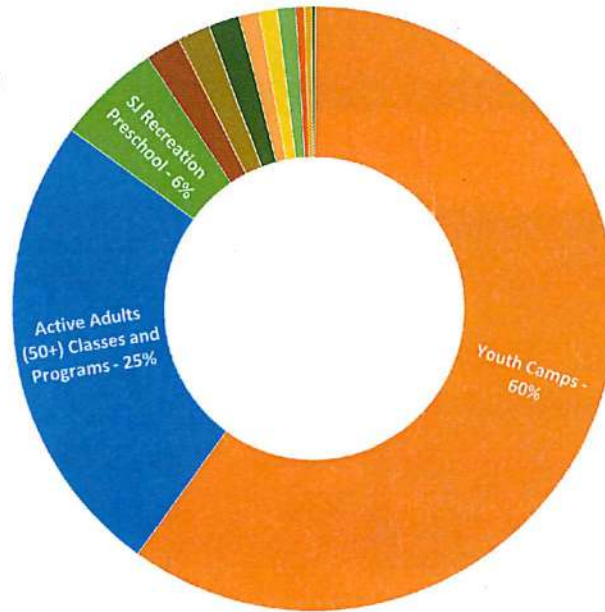
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## 2015 PARTICIPANT HOURS OF PROGRAMMING

- Youth Camps - 60%
- Active Adults (50+) Classes and Programs - 25%
- SJ Recreation Preschool - 6%
- Sports and Leagues - 2%
- Therapeutic Recreation - 2%
- Dance - 2%
- Music & Theater Arts - 1%
- Education & Enrichment - 1%
- Arts & Crafts - 1%
- Aquatics - .5%
- Specialty - .4%



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## San José ParkScore



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## Where Are We Now? Comparisons

	National Median	High Standard (average of top 5 ParkScore cities)	San José
Acreage (as a percent of city area)	8.9%	16.4%	14.4%
Investment Per Resident	\$82.00	\$236.00	\$131.00
Access (percent of population within a ½ mile walk of a park)	68%	97%	72%

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## Where Are We Now? Park Condition Assessment

- Average score of 3.3 in 2015 increased to 3.4 in 2016
- 47% of parks increased while 45% decreased and 8% had no change
- In general, lower scoring parks have improved
- About 90% of higher scoring parks (those above 4.0 in 2015) declined in score
- 1 in 5 parks (37 of the 190 total parks - 19.5%) score below an acceptable level of 3.0

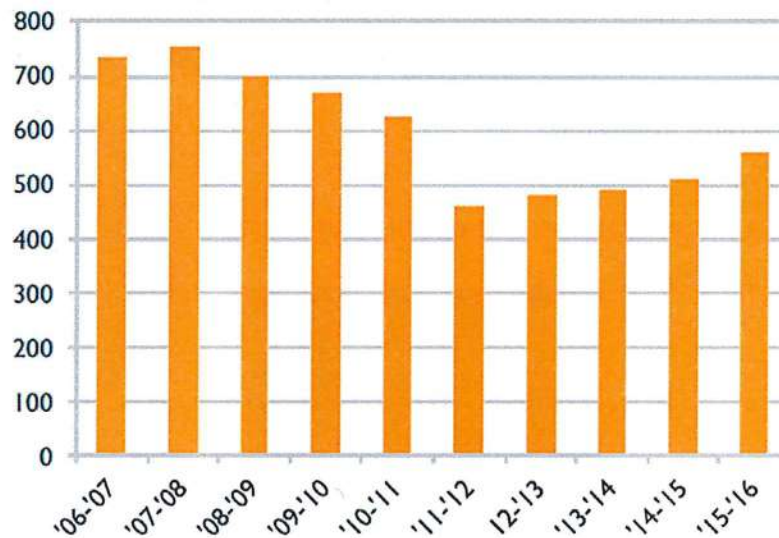


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*PRNS Staffing Trends (Number of Authorized Positions)*



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## Strategic Considerations

- Bring parks and recreation to the center of public life in San José
- Provide access to park land across the city
- Redefine what parks offer and how services are delivered based on the activities and lives of the people of San José
- Define a new typology for urban residential areas
- Ensure sustainable maintenance



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## Funding Feasibility Study

- Sustainable funding solutions
- Reduce infrastructure backlog
- Consider capital, maintenance and operations needs
- Public opinion survey



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## Nexus Study

- Fee category for high-rise projects
- Full nexus study



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## Participate

- Visit the website to stay informed:
  - [www.sanjoseca.gov/greenprint](http://www.sanjoseca.gov/greenprint)
- Take the Mapita survey
  - <https://maptionnaire.com/en/1448>
- Attend the Community Workshops
  - Fall 2017 and Early 2018



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## Questions and Discussion



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